

CLAIMS

1. A method of advertising, comprising the steps of:

providing a shipping/packaging container product;

providing on a first predetermined area of said shipping/packaging container product a first advertisement of a first party owning said shipping/packaging container product; and

providing on a second predetermined area of said shipping/packaging container product a second advertisement of a second party separate and distinct from said first party.

2. The method according to claim 1, wherein:

said second advertisement is provided on said second predetermined area of said shipping/packaging container product which would otherwise be a blank area or void of any printed detail.

3. The method according to claim 1, wherein:

said second predetermined area is allotted by said first party.

4. The method according to claim 2, wherein:

said second predetermined area is allotted by said first party.

5. The method according to claim 1, wherein:
said second advertisement is provided by said second party to said first
party; and
said first party determines said second predetermined area for said second
advertisement on said shipping/packaging container product.

6. The method according to claim 2, wherein:
said second advertisement is provided by said second party to said first
party; and
said first party determines said second predetermined area for said second
advertisement on said shipping/packaging container product.

7. The method according to claim 3, wherein:
said second advertisement is provided by said second party to said first
party; and
said first party determines said second predetermined area for said second
advertisement on said shipping/packaging container product.

8. The method according to claim 4, wherein:
said second advertisement is provided by said second party to said first
party; and
said first party determines said second predetermined area for said second
advertisement on said shipping/packaging container product.

9. The method according to claim 1, wherein:
said second party is not affiliated in any way with said first party.

10. The method according to claim 8, wherein:
said second party is not affiliated in any way with said first party.

11. A shipping/packaging container product, comprising:
a shipping/packaging container body structure;
a first predetermined area on said shipping/packaging container body
structure having within said first predetermined area a first advertisement of a first
party owning said shipping/packaging container; and
a second predetermined area on said shipping/packaging container body
structure having within said second predetermined area a second advertisement
of a second party separate and distinct from said first party.

12. The shipping/packaging container product according to claim 11,
wherein:

 said second advertisement is disposed on said second predetermined area
of said shipping/packaging container product which would otherwise be a blank
area or void of any printed detail.

13. The shipping/packaging container product according to claim 11,
wherein:

 said second predetermined area is allotted by said first party.

14. The shipping/packaging container product according to claim 12,
wherein:

 said second predetermined area is allotted by said first party.

15. The shipping/packaging container product according to claim 11,
wherein:

 said second advertisement is provided by said second party to said first
party; and

 said first party determines said second predetermined area for said second
advertisement on said shipping/packaging container product.

16. The shipping/ packaging container product according to claim 12,
wherein:

 said second advertisement is provided by said second party to said first
party; and

 said first party determines said second predetermined area for said second
advertisement on said shipping/packaging container product.

17. The shipping/packaging container product according to claim 13,
wherein:

 said second advertisement is provided by said second party to said first
party; and

 said first party determines said second predetermined area for said second
advertisement on said shipping/packaging container product.

18. The shipping/packaging container product according to claim 14,
wherein:

 said second advertisement is provided by said second party to said first
party; and

 said first party determines said second predetermined area for said second
advertisement on said shipping/packaging container product.

19. The shipping/packaging container product according to claim 11,

wherein:

said second party is not affiliated in any way with said first party.

20. The shipping/packaging container product according to claim 18,

wherein:

said second party is not affiliated in any way with said first party.